

Amendments to and Listing of the Claims:

Please amend claims 1, 15, 16, and 23 as follows:

1. (currently amended) In a data processing system, a method of identifying a subscriber comprising the steps of:

(a) monitoring a plurality of viewing sessions;

(b) clustering the plurality of viewing sessions wherein the sessions within a cluster have a common identifier, wherein the common identifier is representative of subscriber selection data, and wherein the clustering occurs independently of subscriber characteristics established prior to the monitoring of step (a); and

(c) identifying a subscriber as belonging to one of the clusters by comparing a plurality of subscriber selections to the subscriber selection data corresponding to the clusters of viewing sessions.

2. (previously presented) The method of claim 1, wherein the monitoring of step (a) further comprises the steps of:

(i) recording subscriber selection data for each viewing session; and

(ii) generating program characteristics and program demographic data from programs viewed for each viewing session.

3. (previously presented) The method of claim 2, wherein the clustering of step (b) further comprises the steps of:

(i) generating a session data vector from the subscriber selection data, the program characteristics and the program demographic data for each viewing session; and

(ii) passing a plurality of session data vectors to a classification system to form clusters of session data vectors.

4. (previously presented) The method of claim 2, wherein the clustering of step (b) further comprises the steps of:

(i) generating a signature signal from the subscriber selection data for each viewing session;

(ii) generating a session profile from the subscriber selection data, the program characteristics and program demographic data for each viewing session and wherein the signature signal is the common identifier; and

(iii) passing a plurality of session profiles to a classification system to form clusters of session profiles.

5-14. (canceled)

15. (currently amended) A method of identifying a subscriber, in a data processing system, the method comprising:

(a) obtaining a records of previous viewing sessions;

(b) grouping the records of previous viewing sessions into at least one session group according to at least one common characteristic, wherein the grouping occurs

independently of subscriber characteristics established prior to the ~~obtaining of step~~
(a) creation of the records of previous viewing sessions;

- (c) receiving a plurality of inputs from a subscriber;
- (d) comparing said plurality of inputs to said at least one session group; and
- (e) determining if said subscriber is characterized according to one of said at least one session groups.

16. (currently amended) A method of creating user profiles, in a data processing system, the method comprising:

- (a) monitoring a plurality of viewing sessions, wherein each viewing session includes subscriber selection data;

- (b) grouping viewing sessions from said plurality of viewing sessions according to at least one common identifier ~~in said subscriber selection data~~ to form at least one session group, wherein the at least one common identifier is determined from the subscriber selection data in the plurality of viewing sessions, and wherein the grouping of the plurality of viewing sessions occurs independently of pre-established subscriber profiles; and

- (c) creating a probabilistic determination of a subscriber profile of said at least one session group based on the subscriber selection data.

17. (previously presented) The method of claim 16, further comprising:

- (d) receiving a plurality of inputs from a subscriber;
- (e) comparing said plurality of inputs to said at least one session group; and

(f) identifying that said subscriber corresponds to at least one of said at least one session group based on said subscriber selection data and said plurality of inputs.

18. (previously presented) The method of claim 17, further comprising:

(g) targeting advertisements based on said probabilistic determination of said at least one at least one session group to which said subscriber corresponds.

19. (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the programs viewed.

20. (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the speed at which channels are changed.

21. (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the number of times the program guide is accessed.

22. (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the volume sequence.

23. (currently amended) A system for creating user profiles, comprising:

a data processor, configured to obtain a records of previous viewing sessions; group the records of previous viewing sessions into at least one session group according to at least one common characteristic, wherein the processor is enabled to function independently of pre-established subscriber characteristics; receive a plurality of inputs from a subscriber; compare said plurality of inputs to said at least one session group; and determine if said subscriber is characterized according to one of said at least one session groups.